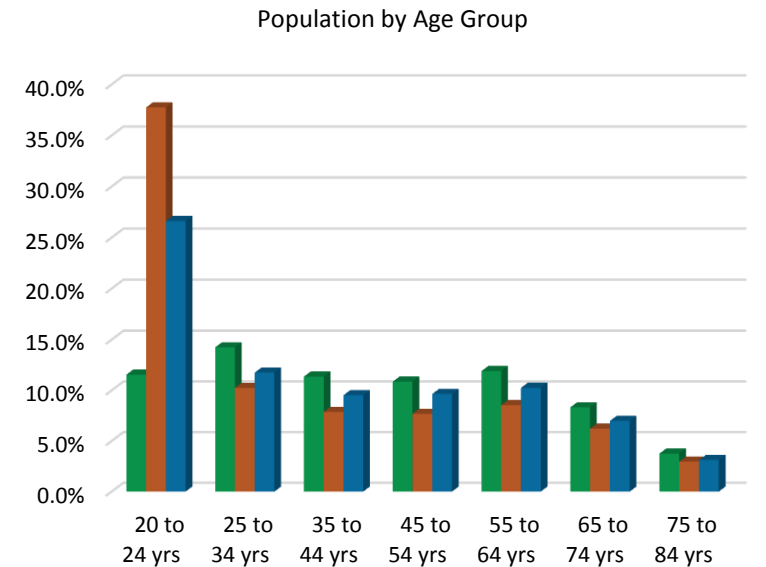
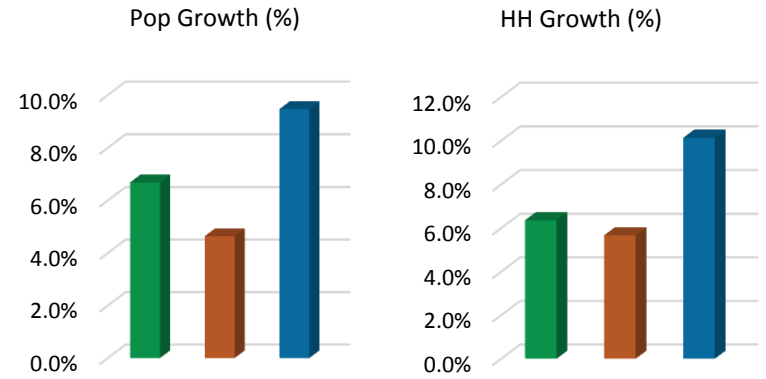


Consumer Demographic Profile



	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Market Stats						
Population	4,154	---	11,641	---	21,027	---
5 Year Projected Pop	4,432	---	12,182	---	23,019	---
Pop Growth (%)	6.7%	---	4.6%	---	9.5%	---
Households	1,535	---	3,070	---	6,066	---
5 Year Projected HHs	1,633	---	3,244	---	6,680	---
HH Growth (%)	6.4%	---	5.7%	---	10.1%	---
Census Stats						
2000 Population	2,935	---	8,435	---	13,341	---
2010 Population	3,215	---	10,155	---	17,015	---
Pop Growth (%)	9.5%	---	20.4%	---	27.5%	---
2000 Households	1,076	---	2,110	---	3,714	---
2010 Households	1,192	---	2,559	---	4,770	---
HH Growth (%)	10.7%	---	21.3%	---	28.5%	---
Total Population by Age						
Average Age	36.3		32.7		34.4	
19 yrs & under	1,124	27.1%	2,087	17.9%	4,488	21.3%
20 to 24 yrs	480	11.6%	4,394	37.8%	5,597	26.6%
25 to 34 yrs	592	14.2%	1,192	10.2%	2,471	11.8%
35 to 44 yrs	472	11.4%	915	7.9%	2,002	9.5%
45 to 54 yrs	452	10.9%	895	7.7%	2,029	9.6%
55 to 64 yrs	495	11.9%	995	8.5%	2,156	10.3%
65 to 74 yrs	346	8.3%	724	6.2%	1,469	7.0%
75 to 84 yrs	156	3.8%	344	3.0%	656	3.1%
85 + yrs	38	0.9%	94	0.8%	159	0.8%
Population Bases						
20-34 yrs	1,072	25.8%	5,587	48.0%	8,069	38.4%
45-64 yrs	946	22.8%	1,889	16.2%	4,185	19.9%
16 yrs +	3,135	75.5%	9,767	83.9%	17,040	81.0%
25 yrs +	2,550	61.4%	5,159	44.3%	10,942	52.0%
65 yrs +	539	13.0%	1,162	10.0%	2,283	10.9%
75 yrs +	193	4.7%	438	3.8%	814	3.9%
85 yrs +	38	0.9%	94	0.8%	159	0.8%



Consumer Demographic Profile



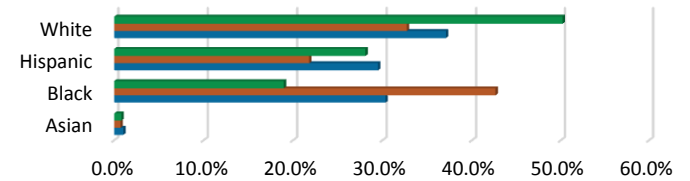
INSIGHT

MARKET ANALYTICS

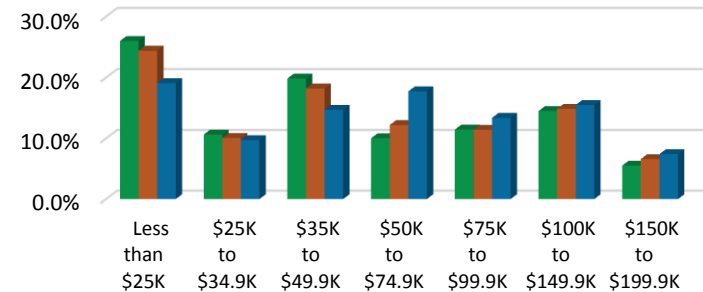
Hdl[®] ECONsolutions

	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Population by Race						
White	2,086	50.2%	3,810	32.7%	7,801	37.1%
Hispanic	1,167	28.1%	2,539	21.8%	6,203	29.5%
Black	788	19.0%	4,964	42.6%	6,381	30.3%
Asian	34	0.8%	83	0.7%	215	1.0%
Ancestry						
American Indian (ancestry)	12	0.3%	31	0.3%	63	0.3%
Hawaiian (ancestry)	1	0.0%	5	0.0%	11	0.1%
Household Income						
Per Capita Income	\$23,725	---	\$18,345	---	\$22,022	---
Average HH Income	\$64,205	---	\$69,561	---	\$76,339	---
Median HH Income	\$44,123	---	\$47,491	---	\$60,400	---
Less than \$25K	399	26.0%	749	24.4%	1,158	19.1%
\$25K to \$34.9K	163	10.6%	310	10.1%	590	9.7%
\$35K to \$49.9K	305	19.8%	559	18.2%	894	14.7%
\$50K to \$74.9K	154	10.0%	374	12.2%	1,076	17.7%
\$75K to \$99.9K	176	11.4%	351	11.4%	812	13.4%
\$100K to \$149.9K	223	14.5%	456	14.9%	940	15.5%
\$150K to \$199.9K	85	5.5%	202	6.6%	449	7.4%
\$200K +	31	2.0%	68	2.2%	148	2.4%
Education						
Less than 9th Grade	219	8.6%	473	9.2%	931	8.5%
Some HS, No Diploma	268	10.5%	486	9.4%	1,074	9.8%
HS Grad (or Equivalent)	891	35.0%	1,679	32.6%	3,716	34.0%
Some College, No Degree	717	28.1%	1,375	26.7%	2,695	24.6%
Associate Degree	109	4.3%	228	4.4%	647	5.9%
Bachelor Degree	207	8.1%	526	10.2%	1,128	10.3%
Graduates Degree	129	5.1%	332	6.4%	600	5.5%

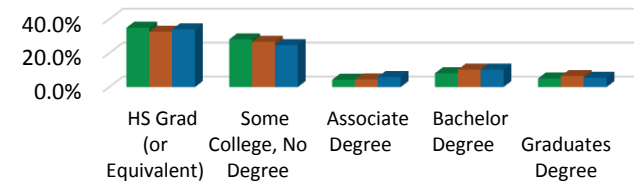
Ethnic Breakdown



Household Income Levels - %



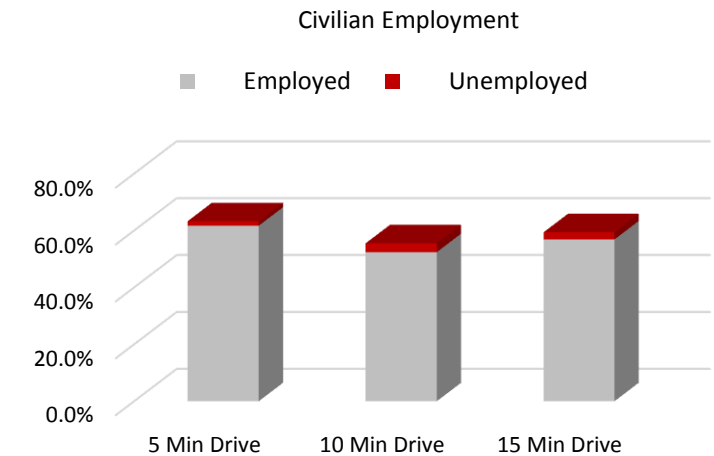
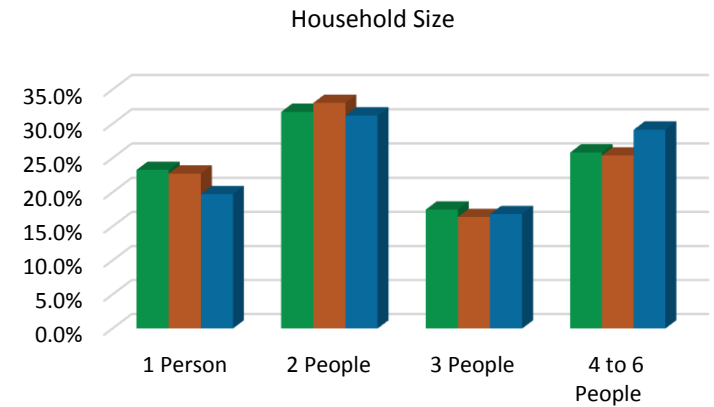
Education



Consumer Demographic Profile



	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Family Structure	1,041		2,024		4,337	
Single - Male	55	5.3%	140	6.9%	252	5.8%
Single - Female	100	9.6%	159	7.8%	289	6.7%
Single Parent - Male	44	4.2%	83	4.1%	197	4.5%
Single Parent - Female	172	16.5%	272	13.5%	552	12.7%
Married w/ Children	274	26.4%	527	26.0%	1,342	30.9%
Married w/out Children	396	38.0%	843	41.7%	1,704	39.3%
Household Size						
1 Person	357	23.3%	698	22.7%	1,197	19.7%
2 People	487	31.7%	1,015	33.1%	1,893	31.2%
3 People	268	17.5%	503	16.4%	1,019	16.8%
4 to 6 People	396	25.8%	779	25.4%	1,767	29.1%
7+ People	26	1.7%	75	2.5%	190	3.1%
Home Ownership	1,535		3,070		6,066	
Owners	870	56.7%	1,817	59.2%	3,875	63.9%
Renters	665	43.3%	1,253	40.8%	2,190	36.1%
Components of Change						
Births	56	1.4%	122	1.0%	248	1.2%
Deaths	28	0.7%	62	0.5%	121	0.6%
Migration	-41	-1.0%	-35	-0.3%	466	2.2%
Employment (Pop 16+)	3,135		9,767		17,040	
Armed Services	1	0.0%	1	0.0%	2	0.0%
Civilian	1,983	63.3%	5,421	55.5%	10,121	59.4%
Employed	1,935	61.7%	5,118	52.4%	9,691	56.9%
Unemployed	49	1.6%	304	3.1%	430	2.5%
Not in Labor Force	1,152	36.7%	4,346	44.5%	6,919	40.6%
Employed Population	1,935		5,118		9,691	
White Collar	987	51.0%	2,953	57.7%	5,366	55.4%
Blue Collar	948	49.0%	2,165	42.3%	4,325	44.6%



Consumer Demographic Profile



	5 Min Drive		10 Min Drive		15 Min Drive	
	#	%	#	%	#	%
Employment By Occupation	1,935		5,118		9,691	
White Collar	987	51.0%	2,953	57.7%	5,366	55.4%
Managerial executive	178	9.2%	461	9.0%	906	9.3%
Prof specialty	241	12.5%	736	14.4%	1,569	16.2%
Healthcare support	74	3.8%	192	3.7%	304	3.1%
Sales	275	14.2%	643	12.6%	996	10.3%
Office Admin	218	11.3%	922	18.0%	1,590	16.4%
Blue Collar	948	49.0%	2,165	42.3%	4,325	44.6%
Protective	73	3.8%	160	3.1%	297	3.1%
Food Prep Serving	130	6.7%	483	9.4%	848	8.8%
Bldg Maint/Cleaning	148	7.6%	265	5.2%	380	3.9%
Personal Care	44	2.3%	164	3.2%	254	2.6%
Farming/Fishing/Forestry	53	2.7%	122	2.4%	183	1.9%
Construction	275	14.2%	451	8.8%	974	10.1%
Production Transp	226	11.7%	521	10.2%	1,388	14.3%
Employment By Industry	1,935		5,118		9,691	
Agri Mining Const	333	17.2%	640	12.5%	1,316	13.6%
Manufacturing	164	8.5%	331	6.5%	843	8.7%
Transportation	90	4.7%	156	3.1%	318	3.3%
Information	7	0.4%	71	1.4%	114	1.2%
Wholesale Retail	335	17.3%	841	16.4%	1,655	17.1%
Fin Insur Real Estate	89	4.6%	341	6.7%	526	5.4%
Professional Services	60	3.1%	145	2.8%	380	3.9%
Management Services	0	0.0%	1	0.0%	3	0.0%
Admin Waste Services	67	3.5%	231	4.5%	357	3.7%
Educational services	441	22.8%	1,459	28.5%	2,443	25.2%
Entertain services	160	8.3%	531	10.4%	940	9.7%
Other Prof services	107	5.5%	196	3.8%	384	4.0%
Public admin	81	4.2%	175	3.4%	412	4.3%

